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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Reissue Patent Application of:  
David W. Roth et al.

Application No.: 10/655,549

Confirmation No.: 1609

Filed: September 4, 2003

Group Art Unit: 3688

For: INTERNET ADVERTISING SYSTEM

Examiner: Dagnew, Saba

**STATEMENT UNDER 37 CFR § 3.73(b)**

BEH Investments LLC, a Delaware limited liability corporation, states that it is the assignee of the entire right, title and interest in the patent application identified above, by virtue of a chain of title from the inventor of the patent application identified above, to the current assignee as shown below:

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Application No. 10/655,549  
Statement under 37 CFR § 3.73(b)

Art Unit: 3688

The undersigned is duly authorized to act on behalf of Assignee.

Dated: October 7, 2010

Respectfully submitted,

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